





ADVERTISING RATES International Film Festival Rotterdam 2022



International Film Festival Rotterdam 26 January – 6 February 2022



International Film Festival Rotterdam

International Film Festival Rotterdam (IFFR) is the largest film festival in the Netherlands. IFFR owes its large and diverse audience to a broad programme of special, original and controversial films, talks and exhibitions. The 50th edition consisted of two parts. The first part, from 1-7 February, was completely online and the second part, from 2 – 6 June, consisted, due to COVID-19, of an online programme and a limited physical programme at locations in Rotterdam. The 50th edition had a total of 250,312 online visitors and 20,793 physical visitors.

Visitor profile

The IFFR audience is loyal, active and involved. Visitors are generally highly educated and have an appetite for art, culture and entertainment.

Important dates

IFFR:

26 January - 6 February 2022

IFFR Pro Days:

30 January - 2 February 2022

Contact details

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THE FESTIVAL IN FIGURES

4.006.762 unique page visits on IFFR.com

21.114 newsletter subscribers

27.000 Instagram followers

5.785 downloads of the IFFR app



IFFR screens at festival locations

Various information screens will hang in all official festival locations during the festival days (Cinerama, De Doelen, KINO, LantarenVentser, Pathé Schouwburgplein, Theater Rotterdam Schouwburg). Visitors frequently consult these screens which contain information about films, locations and showtimes, among other things. These are an important communication tool, and an eye-catching opportunity to advertise: advertisements are displayed every three minutes, shown 10 seconds at a time between practical information.

Duration display advertisement: 10 seconds in a loop of maximum seven slides. Displayed at least every three minutes.

Screens on location

On 6 locations 1 screen: Cinerama, De Doelen, KINO, LantarenVentser, Pathé Schouwburgplein, Theater Rotterdam Schouwburg

Delivery deadline: No later than 17 January 2022

Format and rate

Duration	1 day	1/2 day
1/1 screen (1920 x 1080 jpg)	€600	€400
1/2 screen (960 x 1080 jpg)	€300	€200





IFFR Tiger Alert & Tiger Alert Pro

21,114 subscribers receive festival news, programme updates, film tips, discount promotions and more in the Tiger Alert. Almost 11,000 professionals receive the Tiger Alert Pro. A newsletter contains a maximum of two advertisements. As the festival approaches, the frequency of sending and the average open rate per mailing increases.

Language: Tiger Alert (NL)

Tiger Alert Pro (ENG)

Delivery deadline: A week before publication

Format: 510 x 306 px (displayed as 255 x 153 px)

Rates per advertisement per mailing

Mailing for the general public prior to the festival	€ 200
Mailing to the general public during the festival	€ 400
Mailing for professionals prior to the festival	€ 150
Mailing for professionals during the festival	€ 300

Specifications

510 x 306 px (displayed as 255 x 153 px), 72 dpi, max. 25 kb. Jpg, png or gif (no flash) + url





IFFR.com

The advertisement will be placed on a suitable page within IFFR.com, where a number of views (5,000) is guaranteed. The advert does not disappear until the number of views has been reached. The location can be a blog page or a general page. The advertiser can specify the type and subject of the page.

Timing

Placement date in consultation. Last posting date for visibility during the festival is January 26, 2022.

Options

Format A = Square in sidebar

Format B = Medium rectangle in sidebar

Format C = Long rectangle in sidebar

Format D = Horizontal banner in main content

Prices

Format	Views	Price
Α	5.000	€250
В	5.000	€350
C or D	5.000	€450

Deadline for submission of material

At least 1 week before placement

Specifications

Still picture: JPG

Moving picture without sound:

MP4 (shows in a loop)

Dimensions

Format A: 416 px width x 416 px height Format B: 416 px width x 500 px height Format C: 416 px width x 832 px height Format D: 800px width x 100px height





Advanced page

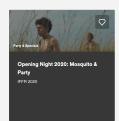


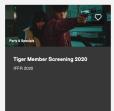
De 49ste editie van International Film Festival Rotterdam vindt plaats van 22 januari t/m 2 februari 2020. Behalve filmvertoningen vinden er ook veel speciale events plaats die nu te koop zijn!



This could be your ad in the main content section of IFFR.com

Advertentie







sound//vision 2020 sound/vision encompasses performances featuring analogue film, processing or kinetic and light art, as well as live soundtracks ranging from electro-acoustic ambient and experimental techno to cello and cumbia.





















Blog page



Finance & Organisation

From stable financial footing, IFFR has been able to increase income generated from ticket sales and support from new partnerships.

(1)

This could be your ad in the main content section of IFFR.com

The total annual IFFR budget in 2020 amounted to over €9 million. This not only covers the festival itself, but all year round events and professional activities, including the Hubert Bals Fund (HBF, which supports filmmakers worldwide) and co-production market CineMart.

As an audience-driven festival, IFFR raises a significant percentage of its annual income through revenue from ticket As an autorescenteren review primer primer as agrimment percentage or as some an excent protogramment action terosing mischael traditions, private funds, advertisement sales and distribution make up another significant stream of income. Combined, EFR generates were 60% of its annual budget from private sources. In 2020, EFR saw a 4% increase in visits, bringing the number of festival admissions to a total of 340,000.

The feesival maintains strong ties with its main partners BankGiro Loterlj, Fonds 21, Stichting Droom en Daad, vfonds and de Volkskrant. Thanks to the continued support of Stichting Droom en Daad, IFFR made significant steps in professionalising the organisation, strengthening the feetival's international position and investing in its digital services -

Private funds also include contributions from denors in the <u>Tour Film Meconals, Turnes</u> and <u>Tour Business</u>
<u>Louise</u> programmes. The feetival also receives in-kind sponsorship from many other partners and suppliers. Read more

The remaining income, amounting to approximately 40%, comes from public funds and institutions, including government and project-based contributions. This includes the long-term support from the municipality of Rotterdam and the Dutch Ministry of Rectaction, Culture and Science. Project-based contributions include support from Creative Europe. Netherlands Film Fund (for IFFR Pro activities) and Rotterdam Festivals.

The varied and extensive support provided on divergent fronts is crucial to realising each edition of IFFR. The festival is grateful for its partners, funders and visitors, who collectively helped realise IFFR 2020 and contributed to building a healty foundation for the upcoming for

Organisation

To realise its festival activities, IFFR relies on 35 staff members working round the year as well as 45 temporary to reason as institute abusiness. In Prince des Los as an interfaces solving journal to large data server as a fait templocary enginess, not long information and a faithful prince of the discount of the server and the server and faithful and interface fine 2019/2020 they were Marjan van der Haar and Bevo Beyer respectively—"Los Kudiracias, has based own of thom Beyers are faithful discount for the Server and Server

IFFR follows the Dutch Fair Practice Code and its supervisory board works in accordance with the Governance Code Cultura aimed at subdisfeed cultural institutions in the Netherlands. The festival embraces values of solidarity, substainability, diversity, treat and transparency and aims to run a balanced and inclusive operation. To address interpersonal issues, IFFF has its own designated confidential conselectes and also works with annonymous service

In showing films from around the world, the festival supports independent artistic filmmakers and their work. Though data are vital for internal analysis and to keep the festival inclusive in terms of its film programme, organisation, data are val for remain abanders, and to keep the setsivil an inclusive in forms or is am programme, opinistandon, parteriships and audiences, IFFR does not believe in installing quotes for film selection concerning gender, identify, sexuality or ethnic backgound. FIFFR does not ask for personal data upon film submission. The festival believe change is most effectively enforced by supporting the creation of great films by filmmakers from countries where film infrastructure or feedom of speech are bucking.



INTERNATIONAL **FILM FESTIVAL ROTTERDAM**

> This could be your vertical ad in the sidebar of IFFR.com



INTERNATIONAL FILM FESTIVAL ROTTERDAM

This could be your rectangle ad in the sidebar of IFFR.com



INTERNATIONAL FILM FESTIVAL ROTTERDAM

This could be your square ad in the sidebar of IFFR.com



International Film Festival Rotterdam **26 January - 6 February 2022**



Basic page

